

The British Consumer Index

Marketing Communication Channels

Consumer Trends; Mobile Marketing

Are Marketers in Danger of Killing the Goose?

Has Mobile Marketing reached the point where the novelty has worn off and irritation is taking over?

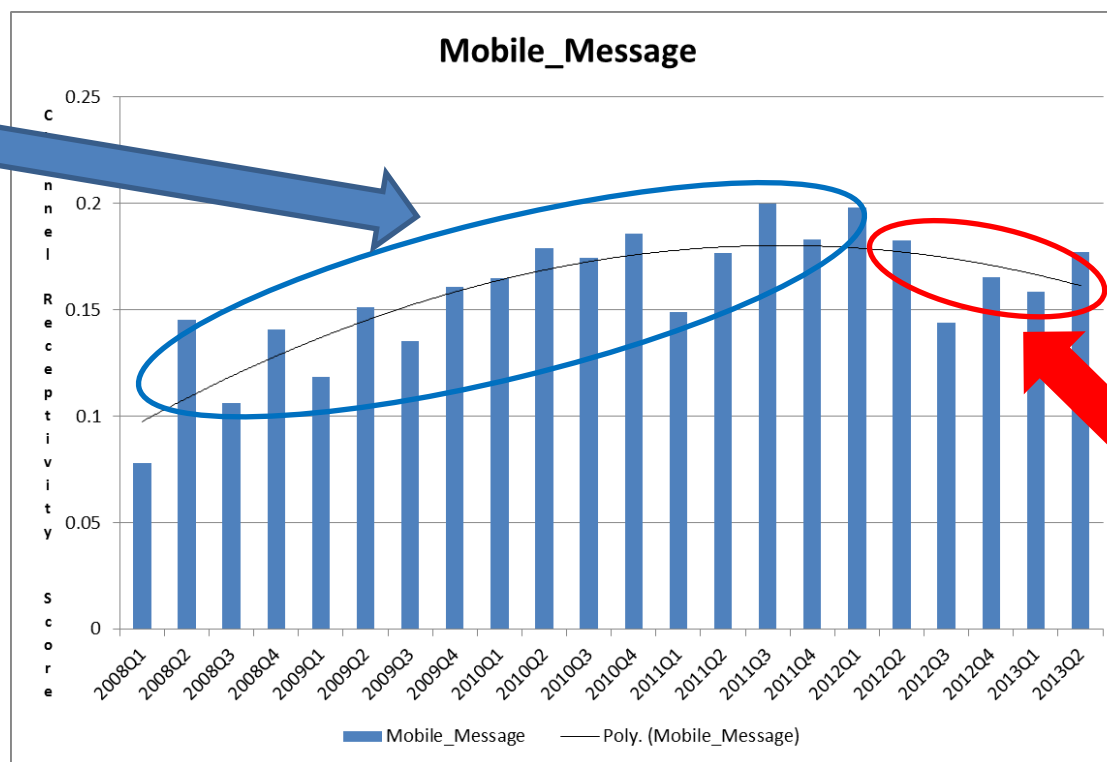
Those marketers who have been around a while will remember when personalisation and laser printing revolutionised the direct mail business. These 'old gits' of the marketing world may be forgiven for seeing a parallel with modern digital marketing.

The reason we pose the question is that looking at the trend over the last 5yrs (BCI has been monitoring over 20 different marketing communication channels for over 5 years) we can see that:

- Receptivity of mobile was on the rise until about a year ago
- The number of people in Receipt of Mobile Marketing has trebled since 2008.
- The drop is even more marked when viewed against the people who recall receiving Mobile Marketing
- Other channels which were on the decline have seen a recent rise in receptivity in 2013, notably TV and Radio. Even email seems to be recovering from it's plateau.
- More worrying is the fact that it is the younger end that seem to be becoming less enamoured with mobile.

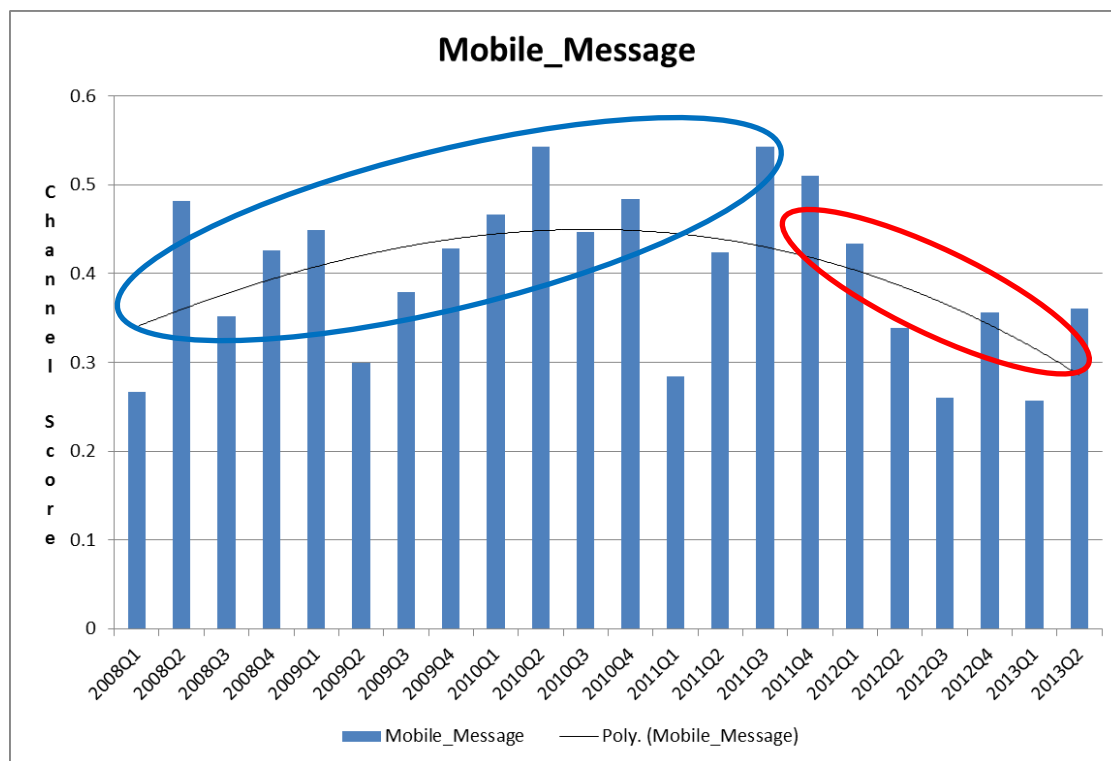
Trend in Consumer Receptivity to Mobile Marketing

Up until the beginning of 2012 things were looking good



But then.....

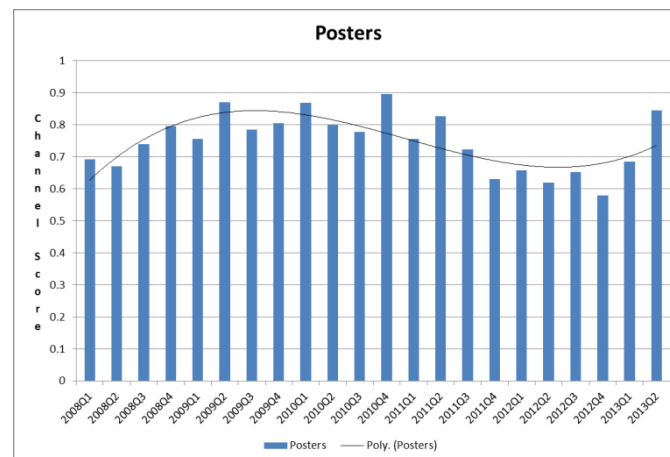
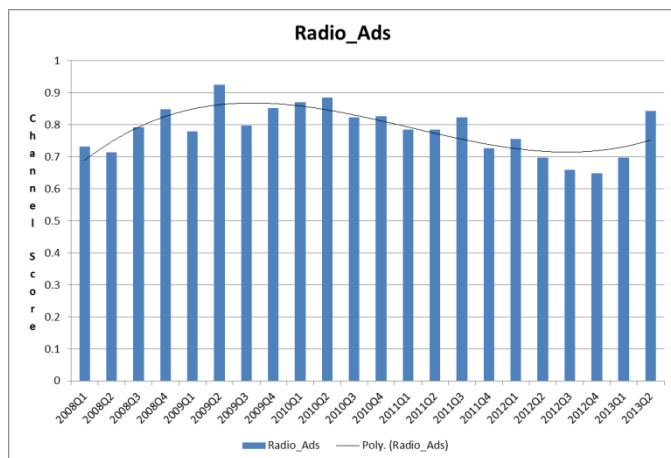
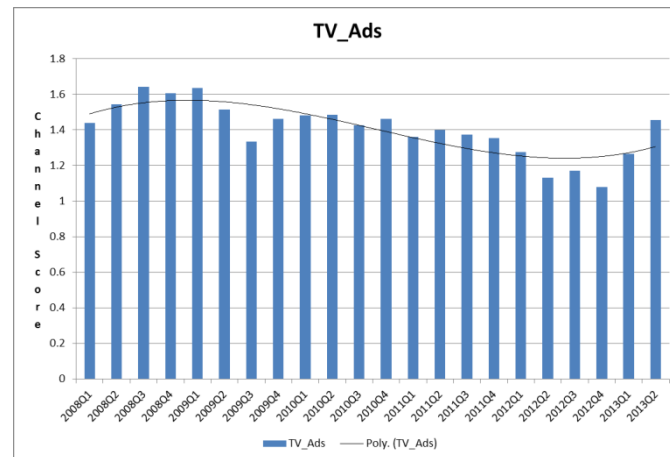
When looked at by just those people who recall receiving Mobile Marketing the trend is more stark



With any new medium it is to be expected that the initial novelty will wear off, the challenge for marketers is to maintain freshness. These trends seem to suggest that this is not happening.

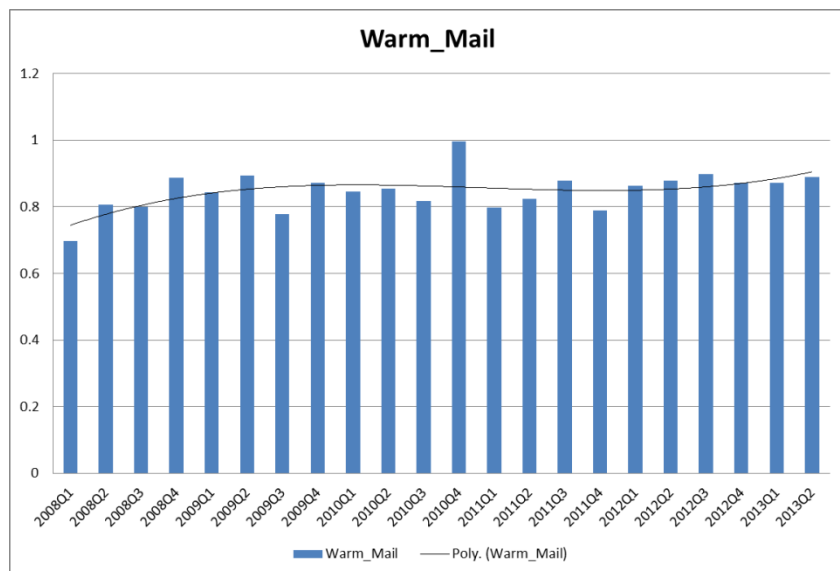
Is this just a general trend in all channels?

Taking three 'broadcast' channels as an example they all seem to have been on a downward path since 2009 but are showing signs of reversing that trend.

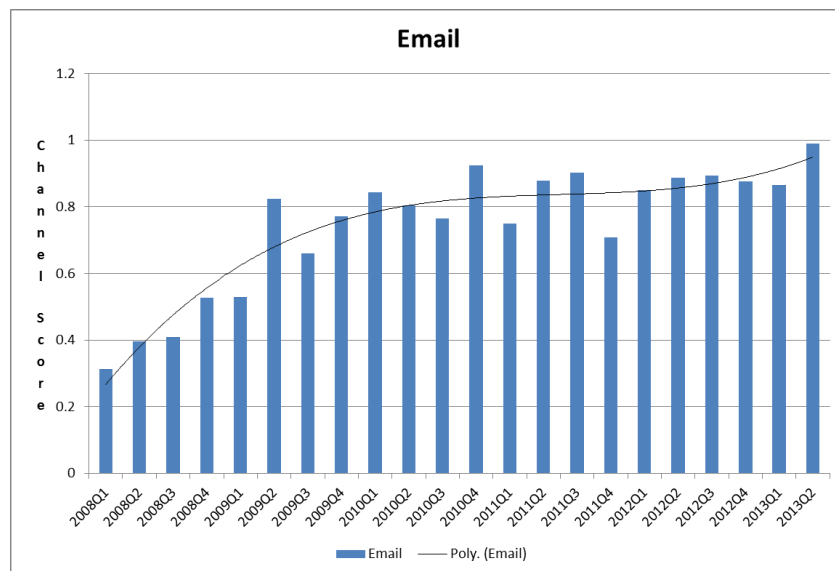


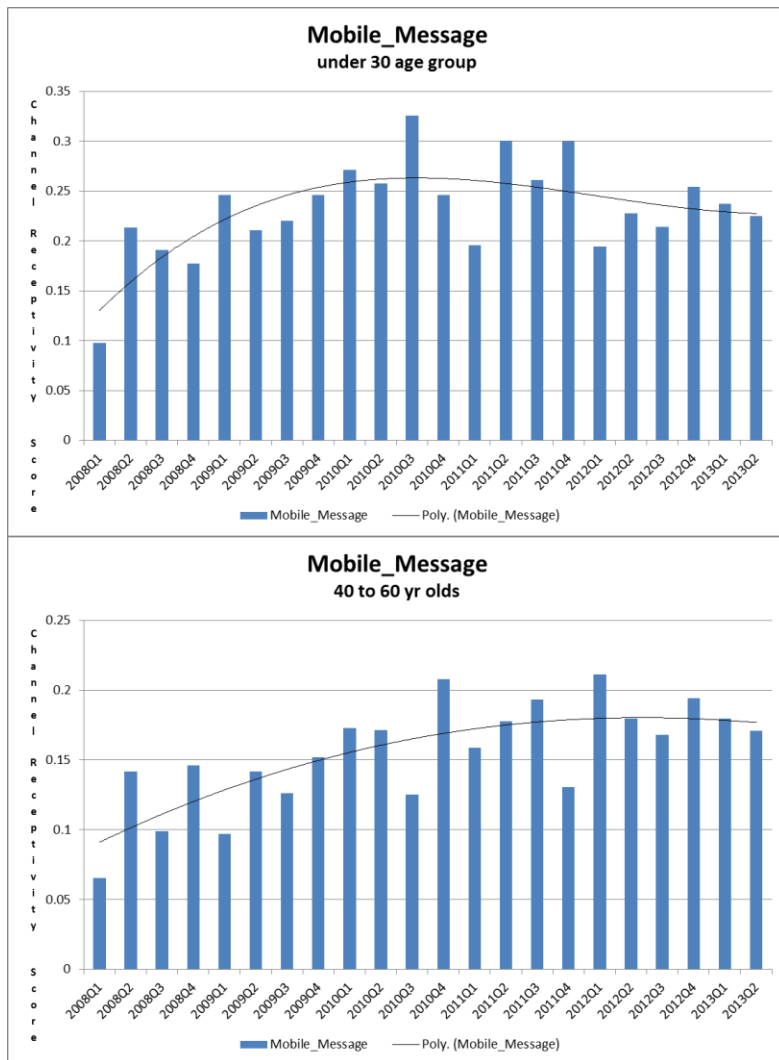
Marketers seem to have managed to maintain the receptivity of other 'direct' channels.

Warm Mail has been consistent over the period



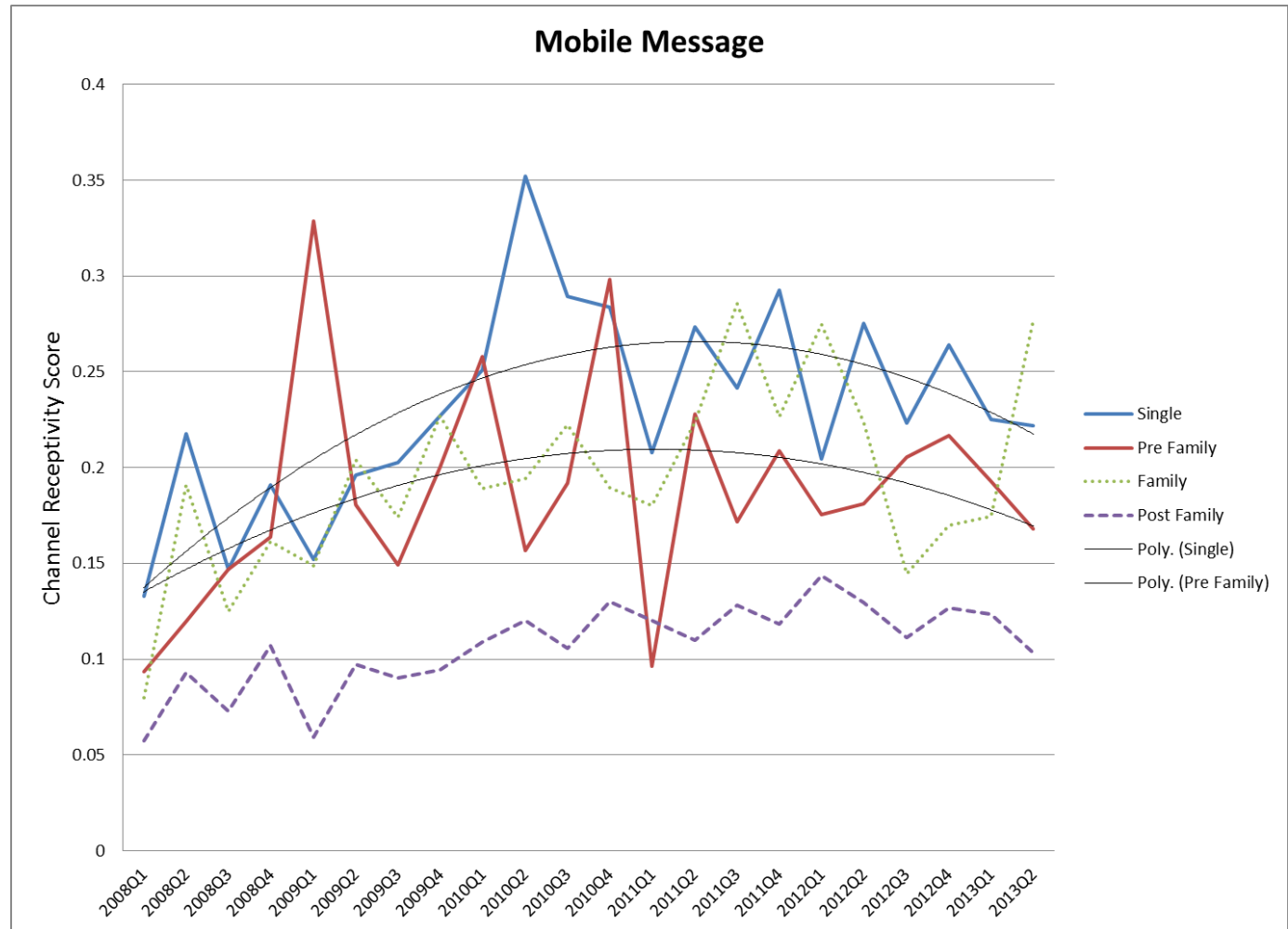
Email has matured without losing its receptivity.





It is a similar pattern across age groups, slightly more marked in the under 30s

But it is in the 'Single' and Pre Family' life stages where the trend is most clearly identified. The people who tend to be the early adopters and, therefore, have had most exposure to the medium. Maybe an early warning sign that marketers need to take care with how they use this new channel. The golden egg is there but the Goose is fragile.



What are Channel Receptivity Scores?

BCI collects 4 measures: of consumer engagement with marketing channels:

- Receipt
- Past Response
- Acceptability
- Willingness to Respond

The Past Response, Acceptability Willingness to Respond data has been combined into a 'Channel Receptivity Score' for each channel.

Marketing Channels are just one area which the British Consumer Index monitors every month. Others include; Sectors, Intention to Purchase, Influences to Purchase, Financial Optimism, Internet Access and Use, On line Shopping

All data is analysable by comprehensive demographic profiles and 11 different geodemographic models (Acorn, Cameo, Censation, Mosaic, Personix etc.)

But it is what we can do with all this data which makes the difference.....

Making all this Useful Turning Insight into Action

The British Consumer Index (BCI) has been developed to ensure that it can not only be integrated into 'real' systems, the ones that actually drive the business, but also to be able to bring together other research data.

BCI can form the bridge which brings together costly research data which would be of far more value if it could be viewed holistically.

For example; linking the media consumption data of TGI with the channel preference data in BCI and a companies brand tracking or customer satisfaction data.

BCI also links this data to customer and prospect segments whether they be commercial ones such as Acorn, Cameo, Mosaic, Personix etc. or an organisations own behavioral segmentation.

The following slide provides a brief summary of the three stages which translate insight directly into action.

From Insight to Integration and Action Bridging the Gap between Research and Customer Data

Insight:

more knowledge, more value

Focus Data Sets - accessible data providing insight and trends. Either 'off the shelf' or custom built.

Linking Existing Research

Integrating BCI data with existing research such as TGI etc. to increase its value . Bridge together disparate research sources to gain a more holistic view.

Integration:

Linking it to customer and prospect data

The Intelligence Suite – detailed profiling from email, telephone or postcode lists plus the make up of your customer and prospect segment by the BCI data.

The Data Bridge

Making other research (e.g. TGI) more useful by bridging it into customer and prospect data and segments

Action:

Linking to marketing systems

The Production Bridge - incorporating research data into 'production systems' such as the marketing database, single customer view or campaign selection and management systems. Making research data as actionable as customer data.

Uncovering insights, linking them to customers and prospects and acting on them

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